Persistent Press Publicity Promotes Permanent Prosperity

Community Spirit Upheld

THE BEACH NEWS

Circulating in Every Home

ADVERTISING PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula

Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

SUBSCRIBE NOW!

VOL. 1—NO. 50 | KIRK SMITH, Editor-Owner | Ocean Beach, California, Friday, November 2, 1923 | PHONE POINT LOMA 17 | FIVE CENTS THE COPY

Millions for Beach Homes Within Next Two Years

PROMINENT SPEAKERS FORETELL GLORIOUS FUTURE FOR OUR SEASHORE SECTION

Introduced by Fay R. Smalley, the ever-obliging and efficient traffic manager of the San Diego Electric railway, several speakers at the Electric Club social given last Tuesday night, particularly lauded the wonderful future of the beach sections of San Diego and the truly progressive spirit of the local public service corporations.

In a very happy speech, Councilman Carl Heilbron especially referred to the remarkable program of reconstruction and extension planned by the San Diego Electric railway company, predicting an **"undreamed of development for the Mission Beach, Ocean Beach, Pacific Beach and La Jolla districts."**

An immensely interesting talk by E. J. Burns, assistant manager of the San Diego Electric Railway was accentuated by the joyous prophesy that **"more than five million dollars would be invested in homes, stores and buildings in the beach sections of the city within the next two years."**

Kodak Finishing FROIDE'S op. P.O.*

SANTA CLAUS OPENS HIS TOY PACK AT THE NEWPORT SHOPPE

In a very attractive illustrated ad in another column the Newport Shoppe most aptly states that when you first visit there and see the wonderful array of toys, you'll think that you have stepped right into the house of Santa Claus. There are children's playthings of every kind you can imagine, and at prices within reach of all. A cordial invitation is extended to beachites for the Christmas opening of toyland at the Newport Shoppe.

Are You A Brown Mouse?

FRED RHODES TRAVELS EAST TO ATTEND CONVENTION

Born in California and never further east than just across the Texas border, City Manager Fred Rhodes is going to travel a bit of Uncle Sam's territory during the next three weeks. He will leave tomorrow for Washington, D. C. where he will attend a convention of City Managers from all the good old U. S.

Newstand, next to Postoffice *

GARAGE RECORD BOOK KEPT BY TURNER B. KLINE

In compliance with the new state vehicle law now in effect, Turner B. Kline, the popular proprietor of the Sunset garage on Bacon street, now keeps a complete garage record book, insuring patrons of the utmost efficiency in the protection of all cars on storage there. He has also assumed the agency of the new Gray car.

PRIZE DANCERS TO GET GOLD WRIST WATCHES

At the big special Saturday night dance tomorrow at the O. B. dance pavilion two ladies' white gold wrist watches will be given away as prizes. Extra musical numbers have been arranged and the holiday spirit will prevail.

R U A Brown Mouse?

WHEN AND WHERE TO PAY STATE AND COUNTY TAXES FOR YEAR

State and county taxes for 1923-24 became due Oct. 15. The first installment becomes delinquent after the first Monday in December and 15 percent penalty is added. The second and final installment is delinquent after the last Monday in April, and 5 per cent added. The total tax may be paid when the first installment becomes due. State and county tax becomes a lien on all taxable property at noon on the first Monday in March. Herbert A. Croghan, county tax collector, with offices in the county court house, receives the tax money. In settling with both city and county tax collector, the property owner may write for a statement and mail check for the amount due, thereby avoiding a possible delay at the cashiers' windows.

Thomas Meighan in the Paramount Picture 'Homeward Bound'

Ocean Theatre

Tomorrow night Jack London's famous story, "The Abysmal Brute," will be shown on the screen at the Ocean theater. On Sunday Betty Compson will be seen in "The White Flower," and also No. 2 of "Fighting Blood." The midweek feature will be Thomas Meighan in the great picture "Homeward Bound," at prices as advertised in another column.

IF YOU HAVE

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

A WORD ABOUT PRINTING

The job printing department of the **Beach News** does **NOT** make any charge for estimating on printing of any description and your orders would be appreciated. Phone Point Loma 17.

Classified Ads Get Quick Results.

Dollars and Dimes

ARE YOU LOYAL TO YOUR COMMUNITY IN YOUR TRADING?

And, again, it is well to remind you that this is a good community to live in, a good place to trade, and a good one to keep boosting! But in time it will cease to possess any of those good qualities, unless you are as loyal to the community as it is to you. Patronize the enterprising merchants who advertise in "The Beach News" and spend your dollars and dimes at home.

O. B. DRY GOODS STORE

SATURDAY SPECIAL

Doctor Denton's sleeping suits for the kiddies. All sizes 95c up.

O. B. DRY GOODS STORE

CITY TREASURER MILLAN STRUCK DOWN BY AUTO AND PAINFULLY INJURED

"Jack" Millan, city treasurer, San Diego, was knocked down and seriously injured last Wednesday at Eighth street and Broadway by an automobile driven by Mrs. Mabel Merkeley, wife of H. W. Merkley, undertaker.

At the emergency hospital, Dr. E. E. Crabtree, police surgeon, took five stitches in Mr. Millan's scalp. The city treasurer also received a sprained wrist, injuries to the hips and the possible splintering of a bone in his left arm.

Speeding on a police motorcycle in response to an emergency call to aid Mr. Millan at the time of the accident, Officer McConnell Neeley, was also struck and seriously injured by an automobile driven by Mrs. W. J. Morrow at Sixth and E streets. Mrs. Morrow was arrested and later released on bail.

JOHNNY LAWRENCE LOSES HIS LEFT BIG TOE IN AUTO ACCIDENT

Johnny Lawrence, 10 years old, who lives on Niagara street, Ocean Beach, was taken to the county hospital last Saturday night and his big toe on the left foot amputated after it had been nearly cut off by an automobile on Tide street.

According to Johnny and a chum, they were walking by the side of the road east of the marine base and an automobile came from behind without any headlights and knocked them down, nearly severing Johnny's big toe and tearing the nails off the other four toes of the foot. The motorist did not stop nor was his license number obtained.

PETITION TO CLOSE STREET WITHOUT NAME IN PACIFIC BEACH

The San Diego Beach company has petitioned the city council to close the street running between Bayard street and Grand avenue in Pacific Beach. The street is an orphan among thoroughfares, being listed as "An Un-named Street" in the petition proceedings.

Newstand, next to Postoffice *

PLANS FOR PAVING BUREAU

Plans for a municipal paving bureau were adopted by the city council this week and it is hoped to speed an extensive paving program soon. The city manager, the city clerk and the city attorney were instructed to get together and organize the bureau.

Leo Skidmore has been held by Police Justice Jennings to answer on a charge of driving an automobile in Ocean Beach while intoxicated.

Please mention **The Beach News** in your dealings with the patrons of our advertising columns.

$1,700.00 for $100

EXPERT EVIDENCE IT PAYS CHURCHES TO ADVERTISE

"Newspaper advertising was the best investment made in 1922-23 by the Garden street Methodist Episcopal church, Bellingham, Washington, according to the pastor, Rev. J. C. Harrison, who is said that $100 worth of advertising had brought in more than $1,700 in plat collections."—Editor & Publisher, Sept. 8, 1923.

SCHOOL VERSES

OCEAN BEACH SEASHORE

By John Castien, 6-A Grade

The waves dash high upon the rocks,
And seagulls come by the flocks;
The sand pipers run along the beach
Searching for some food for each.

The sand-pipers flit up and down the shore
And they pass us by the score,
First they run and then they fly.
One and all they pass us by.

THE GREAT EARTHQUAKE

By John Castien, 6-A Grade

There was a great earthquake,
That happened in Japan;
There were many lives lost,
Upon that trembling land.

The loss of life with ruins,
Would be hard to estimate;
For the happiest of families,
Suddenly had to separate.

They saw the lava streaming,
And the big smoke roll;
It was the shortest moment,
That ever has been told.

It was at that awful moment,
On that very dreadful day,
That a portion of their city;
Was completely wiped away.

When we think of them,
It makes us very sad;
If all would lend a helping hand,
It would make their hearts glad.

Stationery Supplies, Froide's, op. P.O

AN ECHO OF THE VALUE OF NEWSPAPER ADVERTISING

For three days, recently, New York was without daily newspapers.

For three days 6,000,000 people were without knowledge of world events, and local happenings.

For three days, they knew nothing of what stores had to offer or what new shows and pictures were appearing there.

And here is the result:

Shopping decreased 10 per cent the first day, 30 per cent the second day and the third day showed a decrease of more than 50 per cent.

Theatres had a falling off in attendance of probably 20 per cent.

Salesmen and salesgirls who worked in department stores on commission suffered a loss in wages which will total nearly $1,000,000 a day.

A newspaperless city means vast business and personal losses.

A newspaperless world would be unthinkable.

EX-MARINE "DAN" HANSONL OPENS THE BLUEJACKET, FORMERLY THE BLUE FRONT

Early this week "Dad" Morris sold his proprietorship in the "Blue Front" on Newport avenue to Daniel Hansonl, who has re-named the popular place, the "Bluejacket," and will considerably increase the stock of candies, tobaccos and beverages of all kinds. Familiarly known to his fellows as "Dan," the new proprietor is a pleasant and courteous young ex-Marine, who recently finished his service in the navy, and was stationed for several months at San Domingo. "Dan" promises to make the "Bluejacket" one of the most agreeable resorts in Ocean Beach and everything points that way.

"Readers" Reap Rich Rewards.

Hundreds of Beach Lots Acquired by Capitalists

OVER MILLION DOLLARS IN IMPROVEMENT PROGRAM FOR PACIFIC BEACH

Announcement has been made of the closing of deals for property in Pacific Beach, totalling $750,000 and a building program which will follow the transfer of the realty will approximate an additional $500,000. Three separate transactions go to make up this large total and in all of them, outside capital is being brought into San Diego for investment.

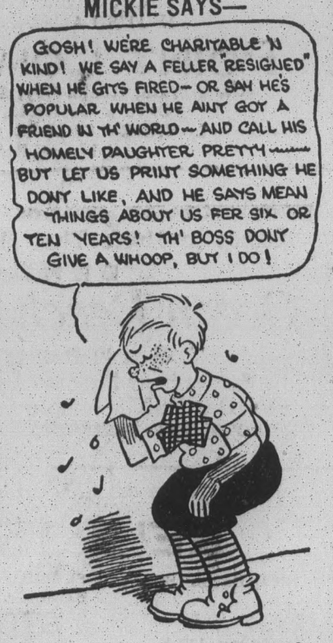
The first of the three big deals were closed last week when Earl Taylor, W. L. Payne, D. R. Dial, J. C. Pixley and C. R. Piburn, a group of former mid-westerners now at Long Beach, acquired from the A. H. Frost company 120 acres in the heart of Pacific Beach.

The second deal is even larger, the San Diego Beach company disposing of its large holdings in Pacific Beach including more than one-half the ocean frontage of the entire townsite.

The third deal was closed several days ago when Earl Taylor secured more than 100 lots formerly owned by the Bay City Investment company. Extensive improvements are planned in all of the transactions.

It will do your EYES good to see CASTIEN, 533 B st. *

MICKIE SAYS—


GOSH! WE'RE CHARITABLE 'N KIND! WE SAY A FELLER "RESIGNED" WHEN HE GITS FIRED— OR SAY HE'S POPULAR WHEN HE AINT GOT A FRIEND IN TH' WORLD— AND CALL HIS HOMELY DAUGHTER PRETTY— BUT LET US PRINT SOMETHING HE DONT LIKE, AND HE SAYS MEAN THINGS ABOUT US FER SIX OR TEN YEARS! TH' BOSS DONT GIVE A WHOOP, BUT I DO!
CHARLES SUGHROE

Are You A Brown Mouse?

Beach Baseball

NEIGHBORHOOD TEAM DEFEATED BY O. B. CLUB

Scoring its eighth victory in the last ten games played, the O. B. team defeated the Neighborhoods last Sunday by a score of 9 to 5 before a large and appreciative crowd. Heavy hitting was a feature of the game, the hits being about equal, while the local boys played an erroless game. Official score:

	R.	H.	E.
Ocean Beach	9	10	0
Neighborhood House	5	10	1

Batteries—Ragsdale and Tishback; Castro, Salgado and Estrada.

Kodak Films, FROIDE'S, opp. P.O.*

O. B. BAKERY CHANGES HANDS

Mrs. Evelyn Maybee, owner of the Ocean Beach Bakery on Bacon street, has sold her business to two young men from Escondido who will assume proprietorship next Monday.

Prosperity!—Feel it, talk it, know it—Advertise!

? Are You a BROWN MOUSE ?

COL. THOMAS A. DAVIS DEEDED EXTENSIVE SITE AT PACIFIC BEACH

Deeds have been recorded by which Col. Thos. A. Davis of the Pacific Beach Army and Navy academy is made owner of record of the 20 acres on which the academy is situated. The consideration mentioned in the deed is $40,000, the tract being described as the "college campus," and marks the closing of a transaction made more than two years ago.

It is stated that since acquiring the campus site by purchase, Col. Davis and his associates have expended more than $30,000 additional in building a number of cottages for accommodation of the students; in painting and repairing the older buildings and in installing steam heat and other conveniences.

In addition, Col. Davis has acquired by purchase the Woodman property adjoining the academy at Vermont and Emerald streets and plans expending approximately $15,000 in preparing the junior school of the academy.

The academy has the largest enrollment this term in its history and arrangements are under way for still further expansion.

SPECIAL NOTICE

All work that has been left over thirty days will be destroyed if not called for promptly. FROIDE FOTO FINISHING CO., Opp. Postoffice.

ALL MOVABLE SIGNS ORDERED TO BE MOVED FROM SIDEWALKS HERE

City Building Inspector Knecht says that all movable signs, which are placed on the sidewalk in violation of the law, are going to get somebody into a "peck of trouble." The inspector has issued a general warning, and if any sidewalk signs are visible by the end of the week, arrests will follow.

CARPENTER LOCKETT MEETS WITH SERIOUS HURT IN FALLING FROM ROOF

R. H. Lockett of 4669 Long Branch avenue, Ocean Beach, was taken to St. Joseph's hospital last Saturday afternoon suffering from injuries received when he fell from the roof of a dwelling at 3902 Homer avenue, Loma Portal. According to the report at the police station, Lockett, who is a carpenter, was making repairs on the roof and slipped, falling to the ground head first. It is stated the unfortunate man will recover.

Big building boom is headed this way with the forthcoming fast line to the beaches.

OBITUARY

ISHAM—At the residence of her daughter, Mrs. George A. Jones, at 4886 Long Branch avenue, of paralysis, Mrs. Elizabeth Seamans Isham, aged 79, a native of Zanesville, Ohio. Besides Mrs. Jones, she leaves another daughter, Mrs. Alfred Baken of Absaroke, Mont., and three sons, Wilbur N. Isham, of Fort Benton, Mont. Fred S., of Seattle, and Hartzell H. of Santa Barbara, Calif. Mrs. Nashold, wife of the bandmaster, is a grand-daughter. Funeral will be held at Bradley & Woolman's undertaking parlors.

THE NEWPORT SHOPPE

When you first come here and see this wonderful array of TOYS, you will think you have stepped right into Santa Claus' home. There are TOYS of every kind you can imagine, all ready for you to see and choose.

COME THE FIRST CHANCE YOU GET.

The Newport Shoppe

DISCUSSIONS OF THE HOUR

THIS COLUMN OPEN TO ALL ON ANY SUBJECT

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only; and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

HALLOWE'EN

Editor The Beach News:

A low-bred gang of vandals were out as usual "being boys." One characteristic trick was putting obstructions on the streets to wreck autos and perhaps kill the occupants. Of course that is all right on "Hallowe'en" especially if they are "our boys." As there is no legal punishment for the dear boys, they will go on until a vigilance committee is formed to exercise the law of self protection.

These boys are in evidence on the street with guns and fire them whenever they wish, but when Mr. Clarke shot a cat that was killing his chickens, he was fined ten dollars for firing a gun in the city limits. A fine sample of "justice!"

Of course all boys are not bad, but who knows "who's vat" in the dark, and so all boys are classed as "boys," and despised accordingly.

How can we advise our friends to "come to San Diego"?

ZENAS.

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NOISE

Editor The Beach News:

How differently we are constituted. Some are never satisfied unless submerged in noise of some sort. This is youth, old age despises it. It does not matter what sort of a noise it is so long as it stirs up the air, and the louder it is the better it pleases them, and many are so selfish that they will make all the noise they can, even while they know it is annoying their neighbors.

The motorcycle is perhaps the worst instrument of torture invented up to date, and some smart-Alec's make themselves a nuisance with it. Others have a sort of auto with which they can torment other people with its noise. Those who cannot afford these musical instruments, get a dog to howl at night to keep others awake, especially sick people. All of which shows the degree of civilization to which they have attained.

But as if Ocean Beach did not have enough noise of its own, the airplanes with their machine guns seem to prefer Ocean Beach to North Island for practice, and daily they come here and stay a good while circling over our community to wing a target at which they shoot, making all the noise they can. Those birds may like the noise they make, but there are people at Ocean Beach who do not, and wish the birds would stay at home. Everything in its own place. OLD FOLKS.

If your business isn't worth advertising—quit your business.

PRESCRIPTIONS CALLED FOR AND DELIVERED FREE.

We are as close to you as your phone—Call Point Loma 70-J

Whatever you need from a drug store should be, above all else, of the highest QUALITY in every way.

Life often depends upon reliable SERVICE rendered, and service is limited by the Quality of the items.

REGISTERED PHARMACIST — WE MEET CITY PRICES.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. — F. H. KRAFT, Prop.

OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting, Estimates
Plumbers' Supplies and Heaters,

OCEAN BEACH GARAGE

HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
4868 Newport Avenue — PHONE POINT LOMA 77-W
Two Blocks East of Dance Pavilion

LET YOUR LINEN LIVE LONG!
IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

Dance to Music That Makes You Want to Dance
BENBOUGH'S
Ocean Beach Dance Pavilion
"GARDEN OF EDEN"
Dancing Every Night and Sunday Afternoon--Except Monday
GOOD MUSIC! — Open All the Year — GOOD FLOOR

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. — FREIGHT BAGGAGE — JOBBING MOVING — Ocean Beach
Residence Phone Point Loma 125-J
STORAGE
FEED, FUEL and HARDWARE
Office Phone Point Loma 136

TENACITY

by Grace E. Hall

So long as mind holds fast you shall not fail,
Though great the task and seemingly hard-pressed
You stagger 'neath the weight; but once you quail
In thought, and all your strength can never wrest
A victory from the struggle, for your force
Comes through your mental grip—no other source.

This simple fact explains why some men win
While others lag and lose at last the game:
One draws the final ounce of power within,
Through dogged perseverance, and his fame
Is not so much a gift above the rest,
As 'tis the drive of faculties possessed.

Hold! Though the storms of life may madly surge,
Though thunders crash and all about you fall
The victims of the gale; still firmly urge
To use your mental force, and over all
You shall prevail; that is your secret power,
And destinies are shaped by it each hour.

Copyright, Dodd, Mead & Co., Inc.

Katherine's Kollum

By MRS. KIRK SMITH — Phone, Point Loma 17.

SECOND BIRTHDAY CELEBRATED BY LITTLE CHARLOTTE PELTCHER

Teeming with the enthusiasm of Hallowe'en, a happy coterie of kiddies, accompanied by their elders, celebrated the second birthday anniversary of bewitching little Charlotte Louise Peltcher last Wednesday afternoon and evening. A magnificent cake, especially made by Mrs. Maybee, of the O. B. Bakery, bore the baby's name in artistic lettering and fanciful frosting. The large, roomy shop, adjoining the residence, was cleared for the holding of games and the little ones romped to their heart's delight.

The decorations were lavish in orange and black and even the candies carried the distinctive Hallowe'en colors. Ice cream and cake were served and there was a bountiful supply of dainty confections, while little Charlotte Louise was the recipient of all sorts of pretty presents. Grandpa Peltcher from Montana, fully shared in the enjoyment of the occasion with the fond parents, Mr. and Mrs. Charles H. Peltcher, and the guests including Mr. and Mrs. Bert Schneider, Mr. and Mrs. Edward Allen, Mr. and Mrs. George Peltcher, Buster Allen, Gene Schneider, Bobby Peltcher and family friends.

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Are You A Brown Mouse?

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THANK YOU, GRANDPA PELTCHER

Peter Peltcher of Mill Iron, Mont., has arrived here on an extended visit to Mr. and Mrs. Charles H. Peltcher at their home, 5068 Niagara avenue. "Grandpa" Peltcher, as he is familiarly known to his family and friends, likes Ocean Beach immensely and may settle here in the near future. He is a loyal and staunch admirer of The Beach News and says when he was back in Montana it was the first paper he opened in his mail and never laid it down until he had read it "from top to bottom and inside out."

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Birthday Cards, Froide's, op. P. O.*

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LITTLE EVA CELEBRATES

In celebration of the ninth birthday of Eva Smith, daughter of Mr. and Mrs. J. T. Smith of 4869 Santa Monica avenue, a happy dozen of little folks gathered together at the Merry-go-round tables last Sunday and feasted on the good things provided. The cake was white icing, with nine pink candles burning brightly on the top. After tea, the little folks indulged in various games, finishing the afternoon with rides on the Merry-go-round. Those present included Eva Smith, Arline Shiroti, Evelyn Fletcher, Dorothy Fletcher, Elsie Butler, Nellie Linke, Jean Millar, Warren Sterling, Walter Smith, Arthur Smith and Bobbie Sterling.

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E. B. Oldham of 4817 Muir avenue, has gone to Calexico to work for the customs office.

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A daughter has been added to the household of Mr. and Mrs. Gordon Cole of 2255 Seaside avenue, the birth taking place last Sunday at the county hospital.

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A jolly Hallowe'en party was held last Wednesday evening at the home of Mr. and Mrs. Bert Schneider, 4760 Voltaire street.

◆ ◆ ◆

Mrs. J. Jones, accompanied by her mother, arrived here three weeks ago from Cedar Rapids, Ia., and her husband and son arrived by auto October 30th. They report the roads in very bad shape, until they came to California. They will make their home in San Diego.

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Rev. J. F. Ghormley and Mrs. Ghormley of Portland, have taken one of the Crosby cottages for the winter.

◆ ◆ ◆

Mr. Nordburg is building a house for Mr. McCloskey on Abbott street between Muir and Long Branch avenues.

◆ ◆ ◆

Mr. and Mrs. O. F. Davis of 1821 Cable street own a beautiful new Studebaker sedan.

MISS HELEN CASTIEN MAKES HER NATAL DEBUT UPON MOTHER'S BIRTHDAY

Happiness reigned supreme at the home of Dr. J. Edward Castien, 4705 Pescadero avenue, with the arrival on Wednesday, October 17, of a beautiful baby girl, coincident with the birthday of the newcomer's mother, Mrs. Caroline Castien, both of whom are getting along splendidly. The baby has been named Helen and is the idol of the six other Castien children as well as the proud parents.

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Are You A Brown Mouse?

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SURPRISE BIRTHDAY PARTIES

Last Friday afternoon Mrs. Henry Eulberg was tendered a most pleasant surprise birthday party at her home on Long Branch avenue, by Mrs. Lee Pitts and Mrs. Edward Amos. There was a delicious birthday cake, adorned with appropriate candles and icing, while lemonade and cookies were served. Songs, games and music were enjoyed by the principals, together with the other happy attendants including Mrs. Amy Wilson, Mrs. E. E. Ballinger and baby Melvin; Mrs. Chas. Near and her mother; the twins Phyrall and Phyllis Near, Bobby Amos and Mr. and Mrs. Eulberg's bouncing boy Laurence.

Another joyful surprise party awaited Mrs. Louise Eulberg on Saturday at her mother's home, 4935 Brighton avenue, the occasion marking the celebration of the birthday of her brother, Loyal Near. The customary cake was exceptionally attractive, bearing three artistic letter L's, indicative of Loyal, Lester and Louise. The party formed a happy family affair and ice cream and coffee were served.

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DEMISE OF DAVID LLOYD

Following an operation after a brief illness at St. Josephs hospital, David Lloyd, a well known resident of San Diego, and a native of Wales, passed away Wednesday, October 24, aged forty-seven years and three months. He was the husband of Carrie Lloyd, and the father of Earnest E. Lloyd of Ocean Beach, and brother of Mrs. Jennie Thomas of Long Beach, Cal. Funeral services were held Friday, October 26 and interment was made in Greenwood cemetery.

◆ ◆ ◆

Mr. and Mrs. Dr. L. Howard Watters who formerly resided at the Crags apartments, and who are at present in Conrad, Montana, announce the birth of an 8 1-2 pound baby girl, born Oct. 14.

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Armistice day will be celebrated on Monday, Nov. 12.

◆ ◆ ◆

C. F. Miller, of 5075 Saratoga avenue is seriously ill of the complaint, from which he has been suffering for some time.

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Mrs. Elizabeth Snyder and her nephew, Russell Zahler, have moved to the beach and are resding at 4814 Long Branch avenue.

◆ ◆ ◆

Mrs. N. G. Hawkins of 5079 Saratoga avenue returned last Friday from a two weeks' trip to Los Angeles.

◆ ◆ ◆

Little Martha Froide, the sweet little two-year-old daughter of Mr. and Mrs. J. P. Froide, has been very ill with a severe cold.

◆ ◆ ◆

Mr. and Mrs. H. A. Lyman of 4921 Cape May avenue, entertained last Sunday. Mrs. H. W. Donaldson jr., of Long Beach, Mr. and Mrs. Gene Leslie of Chula Vista, who will shortly leave for Sacramento; Homer Lyman and Miss Blanche Black of Alhambra, Calif.

◆ ◆ ◆

Mr. and Mrs. I. A. Holdridge, the popular real estate agents, returned last Saturday from their vacation trip.

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Mrs. Lee of 4759 Muir avenue returned from Chicago last week.

◆ ◆ ◆

Mr. and Mrs. J. E. Dunbar of 4836 Cape May avenue, have begun the building of a handsome house across from their present residence.

LOS ANGELES — Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

◆ ◆ ◆

ELABORATE HALLOWE'EN PARTY

The home of Mr. and Mrs. J. E. Dunbar of 4836 Cape May avenue, was the scene of gay Hallowe'en festivities last Wednesday night. The living room and dining room were artistically decorated in orange and black. A most sumptuous 6 o'clock dinner was served by the charming hostess. A handsome basket of carnations and smilax adorned the center of the heavily laden dining table, and Hallowe'en novelties were the favors at the plate of each guest. Among those present were Mrs. Adelaide Sumner, Miss Clara Ryerson, Miss Astrea Nickerson, Gerard Nickerson, all of Lubec, Maine; Mr. and Mrs. Ernest Lamson, formerly of Lubec, now of San Diego, and Henry White of San Diego. Following the dinner there was a very pleasing and entertaining program, comprising Miss Jessie Dunbar, the clever little daughter of the hostess, in fancy dances and special music; Miss Astrea Nickerson, public reader, and Henry White, tenor soloist. The elaborate affair was a great success. Mrs. Dunbar, the hostess, was formerly of Lubec, Maine.

Sunset Crest
(Highest Point of Sunset Cliffs)
CHAS. M. WHEELER, Prop.
Cable St. and Orchard Ave.
Beautiful Cement Bungalows, four rooms with bath, completely furnished
$45 to $50 and Up Per Month.
Fireproof Garages

F. L. Russell — Katherine Mader
Beach Real Estate Co.
1885 BACON STREET
Phone Pt. Loma 136 Ocean Beach

Residence Phone Point Loma 16 — Office Phone Point Loma 72-J
DR. F. J. RATTY
PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue, Office, 5024 Newport Ave.

Russell's Grocery
FORMERLY CORNER GROCERY
Corner Bacon and Niagara Ave., Ocean Beach
WE AIM TO PLEASE YOU

O. B. Gleaners
R. D. CRAPO, Prop.
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

STILES
We Specialize In
Vegetable and Flower Seeds
Poultry and Bee Supplies.
630 E STREET SAN DIEGO

San Diego's All-Year-Round TOY LAND
CHILDREN'S Indoor and Outdoor PLAYTHINGS
Phone 625-70
PASSMORE'S
Bird and Toy Store
Sixth and B Sts., San Diego
Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andreasburg Canaries.
SAN DIEGO'S OLDEST BIRD STORE

Harry's Place
Cor. Bacon St. and Newport Ave.
SPLENDID CUISINE
SATISFACTORY SERVICE
Tables Reserved For Ladies
Candies — Cigars and Cigarettes

C. TOWNSEND BROWN
The Best Art Service For the Money
Commercial Designs
Posters, Signs
Showcards
Birdseye Views
5050 NIAGARA AVENUE
Ocean Beach — California

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

OCEAN THEATRE

COMING SATURDAY
REGINALD DENNY
—in—
JACK LONDON'S Story
"THE ABYSMAL BRUTE"
Admission 15c and 20c

COMING SUNDAY
BETTY COMPSON
—in—
"THE WHITE FLOWER"
FIGHTING BLOOD No. 2
Admission 15c and 20c

SPECIAL
WED. and THURS.
THOMAS MEIGHAN
—in—
"HOMEWARD BOUND"
Also Short Reels
Admission Children 15c, Adults 30
Always a Good Comedy
Come early—doors open at 7:15

Phone Pt. Loma 46-J Sunset Cliffs
Crags Apartments
Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

Alberta L. Turner
CHINA
DECORATING AND FIRING
Private and Class Lessons
4962 Cape May Avenue
Phone Pt. Loma 68-W-K.

Phone Point Loma 214-J
D.C.CROSBY
Real Estate and Insurance
4930 Muir Ave., Ocean Beach
Houses and Lots For Sale
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T. J. ELLIS
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Carpentering
ESTIMATES FREE
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Phone Point Loma 259-J
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PLUMBING
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SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
Ocean Beach, Calif.
Phone: Point Loma 20-J

The
BLUEJACKET
DANIEL HANSONL, Prop.
Newport Av., Op. O. B. Postoffice
Formerly the Blue Front
All kinds of Soft Drinks, Candies, Cigars, Cigarettes and Smoking Tobacco

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS
ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

THE BEAD SHOP
BATIKA VASES
Just received from Europe, over 400 beautiful vases. The prettiest and most reasonable Christmas gifts in town. Come in and see them, whether you wish to buy or not.
533 B Street, bet. 5th and 6th
Opp. Commonwealth Bldg., S. D.

YOU'RE READING THIS. And so are thousands of other good people, who would also see YOUR business announcement if placed here.

Rhyming Puzzles for Children

HUSH baby, my doll,
And don't you cry--
We're going to a party by-and-bye;
You look very nice
In that pretty dress--
I'll have to change my frock, I guess.

Find two who will be at the party
Upper side down along dress Upper side down along hat

All 'Round the Golden State

A brandy still of the "backfiring" variety in the attic of a Sacramento residence exploded and set fire to the house.

With auto bus service paralleling street car lines, Oakland city is in direct competition with the traction company.

When night flying mail service begins regularly ,the first of the year, Sacramento is promised consideration as a landing field.

Earl Ross, 6, was killed by accidental discharge of a shot gun in the hands of his 7-year-old buddie in the latter's home at Belvedere.

The case involving ownership of a tract of land in the north addition of Modesto, valued at $1,500,000 and belonging to the Newport estate, will have a rehearing in November.

Skeletons of two ape-men have been dug up fifty feet below the Indian cemetery at Santa Barbara by a paleontologist from the Smithsonian Institution, who attracts great importance to his discovery.

A new Second Presbyterian church to cost $30,000 is planned for San Anselmo. The building is to include a gymnasium and a swimming pool and a community ball for use of the Yolanda and Landsdale sections.

J. T. W. Davis, who laid claim to being the oldest person in Shasta county, and whose varied career had embraced many professions from newspaper man to mine promoter, died recently at Redding. He was 92.

The international legal battle over the custody of 4-year-old Charles Parmelee, jr., came to an end when affidavits and a notice of reconciliation between the child's parents were filed in Los Angeles Superior court.

The Klamath-Shasta Valley Irrigation District has been dissolved by unanimous vote and steps will be taken at once to form a new district for the purpose of adopting a storage system plan for irrigating a smaller district.

A new oil gusher was brought in near Los Angeles on the Morse company's holdings last week, with a 3,000-barrel flow. A spark from a breaking valve set it afire and it burned for ten hours before being extinguished.

John J. McClellan, organist of the Mormon tabernacle at Salt Lake City and famous throughout the United States, collapsed while practicing at the municipal organ in the Civic Auditorium, San Francisco, and was taken to a sanitarium.

A warning signed by "U. S. Backbone" and address to the Ku Klux Klan was received by the Santa Rosa Press-Dispatch cautioning the "boys" to beware and be careful of their "stuff." "Sonoma is clean and we are going to keep it clean," the warning said.

The state convention of school superintendents in session at Riverside asked for a special committee to reorganize the course of study in the elementary schools of the state. The resolution followed a heated discussion the three "r's" and the amount of time allotted to rudimentary studies in the elementary schools.

Mrs. Josefa Boronda de Espinosa, 98, died at Monterey, Oct. 22. Having lived in California under the rule of twelve Mexican governors and twenty-four U. S. presidents, she is said to have been the oldest living native at the time of her death. A widow since 1865, she had been in sole charge of a 12,000-acre estate in Salinas valley.

A collection made up solely of California scenes and containing a varied representation of landscapes, many of which are of the picturesque sea coast and rugged outlines of northern California, from the Stanford art galleries, will be loaned to the American Federation of Arts at Washington for exhibition purposes on the request of the federation.

A wealth of blooms representing every section of the state were on display at the opening of the first California Flower Show at the civic auditorium, San Francisco. Many flowers, some so new as not yet to be named, were shown in competition for the cash awards totaling more than $6,000. It is the hope of horticulturalists to make this one of the west's leading annual events.

James C. McIntosh, a Dutch Flat, Placer county resident for fifty years, has sold his property and gone to Oakland to live. McIntosh lived at Alta when that town was the terminus of the Southern Pacific. He was at Frazier River in the '60s when it was the richest camp in the west, and has visited Coeur d'Alene, Alaska, White Pine and Goldfield camps. In the '70s he owned and edited the Dutch Flat Forum.

The San Francisco Stock Exchange formally dedicated the new Bush street structure, last week, with Governor Richardson heading the list of speakers. The new trading mart is directly across the street from quarters just vacated and is the most complete and imposing building of its kind west of Chicago. The San Francisco exchange is the second oldest stock market in the United States, being founded in 1862 with forty charter members.

Plans for the annual fair of the All Saints Catholic Church at Hayward, Nov. 25, 26, 27, are nearing completion.

Remains of a mastodon, an elephant of a later era and bones of human beings, estimated to have been buried from 7,000 to 10,000 years were uncovered at Point Magu, Ventura county, by a representative of the Smithsonian Institution of Washington, D. C., the same party that made discoveries of great scientific value on the Burton Mound site in Santa Barbara county. The place of the last discoveries was the site of an ancient Indian rancheria.

Mrs. Herbert Hoover, an alumnae of Stanford University, Dr. Melville Best Anderson, professor emeritus of English literature at Stanford; Benard Maybeck, architect, and Miss Ina Coolbirth, California poetess, were given honorary degrees by Mills College.

Wife shoots husband over a chicken, in Nevada county! According to report, she insisted on bringing the chicken into the house for ministrations while it was sick. Husband objected. Wife went to jail and the husband to the hospital.

In conventions, last week, of the Northern California Counties Association and the Northern California Supervisors' Association, Weaverville was host to one of the largest and most notable gatherings of her history.

The Los Angeles region reports retail and wholesale trade feeling the stimulus of purchases. The retail turnover is 25 per cent in excess of a year ago. Wholesale buyers are purchasing freely.

The old gubernatorial mansion at Sacramento, built in 1870, and lately used to house the state printing department, is soon to be wrecked and the site planted to lawn and shade

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue, Ocean Beach, California
Phone Point Loma 17

KIRK SMITH ..... Editor-Owner
KATHERINE SMITH ... Sec'y.-Treas.

Subscription Price, $1.00 yearly.
IN ADVANCE
Single Copies ..... 5 Cents
Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.
CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, November 2, 1923

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

POSTOFFICE SCHEDULE
(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department
Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, the foot of Santa Monica avenue, and the phone number is Point Loma 4.

Messrs. Merchants:

You believe in Organization and Co-operation. No doubt about that.

Organization and Co-operation are found in the Phonograph. The cogs and springs are so organized that perfect co-operation is possible.

But you've got to attach a HORN to the outfit if you would have people know about it.

Use the Beach News as YOUR HORN for increasing your business.

Try Persistent Publicity

SAID IN PASSING

Our government protects its citizens abroad very capably. Could the same machinery be employed for protecting them at home?

—

It is the "ending" that is neither altogether happy nor unhappy that is the most realistic.

—

One may be safer in "keeping his mouth shut," but he certainly is more uninteresting.

—

Progressive family's goal was once a grand piano; but they can all become proficient with a motorcar.

—

Father's old trousers used to descend to small son, but now they go clear to somewhere in Europe.

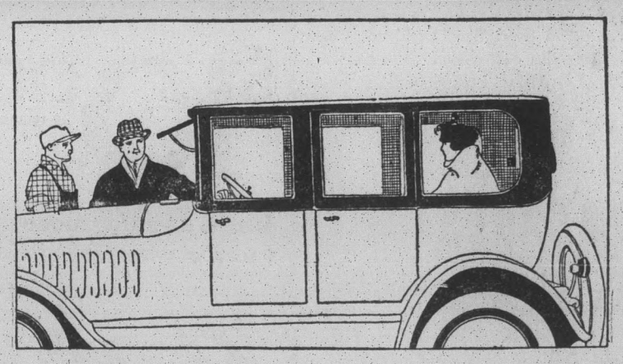
SUBSCRIBE NOW!

"IT'S NOT FAR TO A FABER STORE"

FABER'S *for* GROCERIES

The Little Cash Grocery 5021 Newport Ave. Pt. Loma 129
Faber's Cash & Carry No. 3 2119 Bacon St. Phone Pt Loma 248

So many articles are needed from *FABER'S* to make your Dinner as good as you planned it, that the best way is to visit *Faber's Grocery Stores* and look over the varied and complete display of tempting edibles.



Is It? A CHEVROLET?—Ask Henry Eulberg.
A STAR?—Ask Lowell A. Shaffer.
A GRAY?—Ask Turner B. Kline.
A FORD?—Ask any or all of 'em. **?**

A year's subscription to THE BEACH NEWS for the best solution of this car cognomen puzzle, received before Thanksgiving day.

CLASSIFIED ADS

ONLY A DIME A LINE
TERMS CASH
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

BUY A HOME with shrubs, asparagus bed, berries and trees established, and save 2 years; 4 rooms and bath, shingle roof, plaster walls, cement walks; 2 lots, corning house, garage, near cars. 2260 Seaside ave., O. B.

See THOMAS at "The Office," cor. Newport and Bacon st., for Mission Beach property.

FOR SALE—Cabbage plants, bed spring, mattress, large gas plate, laying ducks, rabbits, hutches, movable chicken houses. 4734 Long Branch avenue.

WANTED—Work of all kinds; repairing, painting, gardening. Phone Point Loma 25. G. C. Pickard, 4963 Narragansett avenue.

FOR RENT—Two-room furnished house, $10. 4953 Saratoga avenue, Ocean Beach.

WANTED — Elderly woman, or other person to care for children several hours a day. Address P. O. Box 483.

FOR RENT—Three-room furnished apartment, all conveniences, over the postoffice, on Newport avenue. Apply to Mrs. R. J. Walsh.

LOST—Gold Bracelet, between Del Monte and Saratoga avenue. Reward. Return to 4839 Del Monte avenue.

FOR SALE—Five-months' old pullets, 4876 Santa Monica avenue. Phone Point Loma 308-M.

FOR SALE—Fine young R. I. R. chickens, thoroughbreds, 75 cents each; will sell in dozen lots only. 4829 Saratoga avenue, O. B.

SPECIAL — Advertising solicitor for holiday season wanted. Splendid proposition, exclusive territory. Phone Point Loma 17 for appointment.

TO NEWS CONTRIBUTORS

In order to insure prompt and proper publication of news notices of all societies, lodges, associations and other like gatherings, the chairman, secretary or head of such bodies are respectfully requested to send their news items direct to THE BEACH NEWS office on or before Thursday noon of each week.

Church News

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.
Wednesday — Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

UNION CONGREGATIONAL CHURCH
Rev. Frederic J. Stoetzel, Pastor

Sunday school at 8:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

CATHOLIC CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL
REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
Morning service at 11.
Sunday school and morning service held at 5006 Niagara avenue.

Picture Frames, Froide's, opp. P.O.*

OCEAN BEACH
BAIT HOUSE
Phone Point Loma, 6
JACK NEUMONT, Prop.
Fresh Bait of All Kinds
Fishing Tackle, Boats to Let
CIGARS, TOBACCO, SOFT DRINKS

The Ocean Beach Chamber of Commerce
Regular Business Meeting Every First and Third Monday.
F. B. HARRISON, Secretary.

Pacific Beach

PACIFIC BEACH SCHOOL NOTES

By Roberta Durham and Thelma Slattery, 8th Grade

Swings, backstops, baseball diamonds, basketball and volleyball courts are being put up on the new school grounds.

The Girl Scouts of the Pacific Beach Statacy Troop meet in the schoolhouse every Wednesday. The Girl Scouts went into the court of awards Saturday to receive their tenderfoot scout pins.

The girls have sewing every Friday for two hours. The boys will have manual training as soon as their building is finished.

We have banking every Friday. Last Friday $14.34 was deposited by the children.

We have the Junior Red Cross association in the school and once every month Jaybe Asher goes into the Junior Red Cross meetings in San Diego. He represents the Pacific Beach school there. After each visit he explains to the other Junior Red Cross members what was done at the meeting. There are forty-one children who belong to the Junior Red Cross here now.

Charles Chandler of the sixth grade, has been in the county hospital, where he underwent an operation.

The fifth grades are making a pioneer's home on the sand tables.

Each room is to give a Hallowe'en party and the children have made the decorations for the rooms. There will be lots of games, with refreshments of pumpkin pie and cider.

Are You A Brown Mouse?

Brophyisms

(Contributed from Pacific Beach)

LEAGUE SECRETARY OUTLINES LIVELY DOINGS BY BUNCH OF BOOSTERS

The two regular meetings of the Pacific Beach Community League in October failed to satisfy the majority with the result that two additional special meetings were called to clear away the wreck of unfinished business and at that we still have enough left to wrangle over.

The meeting held last Monday was especially lively and interesting due principally to the presence of one with the name of Taylor, prefixed by the handle Earl. He is one of our most recent arrivals and when the writer was not saying his little piece, or Carl Clark shooting a line of talk, friend Taylor was earnestly explaining "Why we've been and how we can remedy it."

Earl was the "O. K." in telling us how much he thought of the place and how little we evidently thought of ourselves. Several members got so excited and raised such a racket that the noise awoke Bill Carter, who promptly paid three iron men in back dues and the stampede was on.

When the smoke cleared away the treasury was on the verge of overflowing. Then, with all hands in the proper mood, Carl Clark hopped up with a motion to spread ourselves full length in the "Beach News" each week. The "ayes" were so noisy the secretary failed to hear whether he was supposed to contract for a line, two lines, half a page or an entire edition, but will see to that later.

The idea is that we are going to have 25,000 natives in this locality by 1930, possibly sooner, including those who live at home and knowing your lively paper has a high, wide and handsome circulation covering most of the states and several foreign countries and we are determined to let the world know our permanent address before there is only "standing room" left.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

Are you a Beach booster as reflected by our advertising columns?

CLASSIFIED ADS GET QUICK RESULTS

The MISSION BEACH

$2,000,000.00 Development

Program Insures for San Diego's Finest BEACH Section a Growth and Prosperity rivaling that of Los Angeles beach cities.

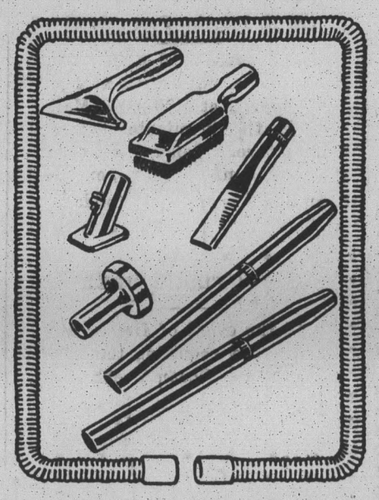
Don't Watch Mission and Ocean Beaches Grow --- *Grow With Them!*

MISSION BEACH COMPANY
101 Broadway, Spreckels Theatre Bldg.
S.E. Cor. Broadway and 1st St., San Diego
Geo. L. Barney--SALES AGENTS--T. A. Rife
TRACT OFFICE OPEN DAILY

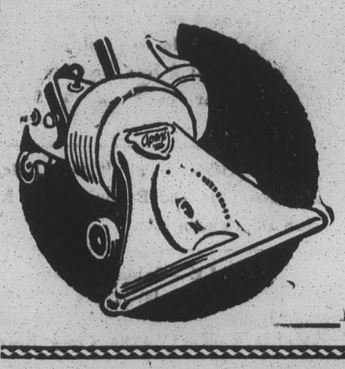
$10.00 for YOU

Just like finding money! With every ApexElectric Suction Cleaner we are giving away a complete, standard $10.00 set of

Apex
ELECTRIC SUCTION
CLEANING ATTACHMENTS



Every cleaning task about the house is made simple and easy by the time-saving aid of these special cleaning tools for use with the famous APEX ElectricSuctionCleaner, the cleaner with the inclined and dividednozzle.



Get your free attachment set NOW. They are going fast. Call write or phone for free demonstration and easy payment terms.

OCEAN BEACH Plumbing Co.
Chas. H. Peltcher, Proprietor.
5068 NIAGARA AVENUE
Phone Pt. Loma 152

THE STAR CAR — MAINE GARAGE

Maine Garage
Newport Avenue Ocean Beach, Calif.
STORAGE and REPAIRS
Phone: Point Loma 382

Phone Point Loma 49
Ocean Beach Lumber Company
H. H. REID & SON, Proprietors 5050 Newport Avenue
Lumber, Cement, Roofing Paper,
Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

The AMERICAN LAUNDRY
Formerly Ocean Beach Laundry
HARRY C. WING, Proprietor
5036 Niagara Avenue Phone Pt. Loma 31
Previous Patronage Respectfully Solicited
Satisfactory Service Guaranteed to New and Old Customers

Hay, Grain
Wood, Coal
Poultry, Rabbit, Bird Supplies and Remedies
Baby Chicks
Esco Electric Brooders
Seeds. Trucking

OCEAN BEACH Feed, Fuel, Paint and Express
EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams (Paints SWP)
Old Dutch Enamel
Marnot, Scarnot and Rexpar Varnish
Floorlac
Brushes, Wall Paper
Roofing

L. RAUN-LINDE S. BJARNASON formerly of OCEAN BEACH
HOME FURNITURE CO.
1240 Fifth Street San Diego
PHONE 632-18 CASH OR CREDIT
For Economy Your Range should be a **GARLAND** *oldest and best made*
Designed to meet every demand
Saves 10% on Gas Bills

Mission Beach

PLEASANT AND INSPIRING HALLOWEEN PARTY HELD AT MISSION BEACH

The Halloween season was the inspiration for an exceptionally pleasant party at the home of Mr. and Mrs. Rex Drew and Mr. and Mrs. Henry Brotzman in Mission Beach last Saturday night.

The evening started in the Brotzman home with "Bunco," which was followed by many original and amusing games and stunts. At about midnight the entire party was tranferred to the Drews, where a beautifully decorated table extended the length of the large living room and where the evening was ended amid much laughter and jollity.

The guests included Mr. and Mrs. Hilary and daughter Margaret, Mr. and Mrs. Wm. Brennan, Mr. and Mrs. Harry Buckles, Mr. and Mrs. Edward Beale, Mr. and Mrs. George Sieverling and Orville Drew, all of Mission Beach; Mr. and Mrs. Edward Burdette, of Ocean Beach; Mr. and Mrs. Erling Rohde, Mr. and Mrs. Edward Rohde, Mr. and Mrs. Ryan, Mr. and Mrs. Stewart, Miss Helen Bond, Mr. Mordridge and Mr. Frank Gainder of San Diego.

Are You A Brown Mouse?

PERFECTING PLANS FOR AMUSEMENT CENTER AT MISSION BEACH

Aside from the construction of the new electrical line, in itself an enormous undertaking, the San Diego, Electric Railway company is perfecting plans and specifications for a great amusement center for Mission Beach. This center will surpass any similar beach resort on the coast and will offer, in addition to the usual amusements, the advantages of an exceptional surf bathing beach and the warm still waters of Mission Bay for boating, swimming and aquatic events.

Souvenir Cards, FROIDE'S opp. P.O.

PRUNES GOOD IN EMERGENCY

Addition of Few Chopped Nut Meats and Decorated With Whipped Cream Is Attractive.

Unexpected company—and nothing in the house for dessert! Of course, one wouldn't think of offering guests who have come from a distance the plain old prunes the children had for lunch—and there isn't time to cook anything. In one way or another almost every housekeeper has been in this dilemma. What one ingenious woman did was to pit and mash the luncheon prunes, and add to them a few chopped nut meats—half a cupful to a pint of prune pulp. She stirred in a tablespoonful of lemon juice and two tablespoonfuls of sugar and served the result with cream from the top of the milk bottle. This dessert became so popular she was called on to prepare it frequently, and when she wanted to make it look very attractive—and was not bridging an emergency—she put it into individual pastry shells and decorated it with whipped cream. When she couldn't get whipped cream she made a meringue of egg-white and sugar and browned it delicately before serving.

The children liked this prune and nut mixture in their school lunches instead of preserves, occasionally, and served on plain crackers or between two crackers, it was appetizing with a cup of tea. The United States Department of Agriculture indorses this prune and nut mixtur for these uses.

Golden State

News of Interest to All

The women's council of the University of California has formulated a new code of conduct for the co-eds. Hereafter women students must leave San Francisco before midnight on week-end nights, eliminate slumming parties and be attended by escort if out after the shades of night have fallen. Sororities will inflict punishment for violations.

Mr. and Mrs. Jesse Ogden of Rocklin, Placer county, are searching the state for their 15-year-old daughter, Velda, who disappeared from the fruit packing sheds at Loomis at noon, Sept. 20, in an automobile driven by a young man. Word that she is well and contented would be a great relief to her parents.

The work of advertising California which is being done with the assistance of the Californians, Inc., to attract homeseekers was illustrated with motion pictures before the representatives of the twenty counties of the Sacramento watershed assembled at Sacramento.

Fresno officials are seeking to know the identity of a man whose charred body was found in a burning shack on a remote ranch. Rumors tell of taxi parties that paid frequent visits to the place at night. A discharged shot gun was found under the body and the only door was padlocked.

Rev. C. E. C. Hodgson of Los Angeles was elected treasurer of the Episcopal church synod of the Pacific slope and Rev. F. D.Craves of Fresno was made provincial representative on the national commission of pageantry, at the Fresno gathering.

For the week ending Oct. 20, twenty-three new oil wells were reported to the state bureau. The Torrence field had 11, Long Beach 3, Santa Fe Springs 1, Midway 5, Los Angeles county 2 and Wheeler Ridge 1. Seven wells were abandoned.

Field deputies of the internal revenue service are probing apparent intentional evasions of profit reports from sale of real estate in the first district of California. An order has been made for transcripts of all doubtful transfers.

The railway commission have set Nov. 1 as the date to hear the arguments of attorneys for and against the Key Route system reorganization. Testimony was concluded before the commission at Oakland last week.

Prohibition Director Samuel Rutter has denied that John Vail was acting under his orders in the raid at Redding when he shot and killed Deputy Game Warden James S. White, or that Vail had any authority to conduct a raid.

The transfer of $300,000 worth of stock of the Crowley Launch and Tugboat Company from David to Thomas Crowley, last year, shortly after the former had been sued for divorce, is under probe at Oakland.

Authorities are investigating the circumstances surrounding the murder, two years ago, of John Fuller, wealthy Lodi lumberman, who was shot and robbed in his office. Alex Kels is suspected of the crime.

Two men arrested at Indianapolis, Ind., following a filling station holdup, confessed to robbing a bank at the Los Angeles suburb, Belvidere Gardens, Aug. 21, when $14,000 in money and securities were taken.

Indictments were returned by the grand jury at Ukiah charging W. T. Dickson and Frank Joyce of San Francisco with fraud for selling $30,000 worth of stock in the Coast Steam Car corporation.

R. P. McLaughlin, former state oil and gas supervisor, has taken the vice-presidency and general managership of the Elliott Core Drilling Company with headquarters at Los Angeles.

Freight rate reductions, effective Nov. 25, ranging from 5 to 20 per cent between California and points in Nevada, Utah, Wyoming and Colorado are announced for all classes of livestock.

Bonds to complete the Turlock irrigation project were approved by a vote of 1,089 to 38 and will provide funds for installing an electric and power project at the Don Pedro dam.

Utah has awarded the contract for construction of the Wendover cut-off link in the Victory highway, which will be a gravel road. The route will be ready for 1924 tourist travel.

A skeleton found in a sitting position in the sand and debris four feet below the surface of Feather river near Vernon, is thought to be of some person drowned many years ago.

Construction of America's most modern and complete theatre, which, though seating only 600 persons, will cost upwards of $600,000 will start at Santa Barbara, Nov. 1.

Mark Shocknessy and Henry Bersholf, both veterans of the Civil war, were fatally injured when struck by an automobile driven by a 16-year-old Santa Monica girl.

Oscar Erickson of Fort Bragg was charged with criminal syndicalism by the Mendocino county grand jury on evidence that he was an I. W. W. organizer.

The body of Dr. A. B. Higgins of Sacramento, who committed suicide at his sister's Oakland home, was shipped to Philadelphia, Pa., his old home, for burial.

A premature blast in the Hornet mine near Keswick killed Peter Strand and Juan Mesquita. Both bodies were badly mangled.

Long Beach is laying plans to break into Pacific coast league ball.

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MISSION BEACH CAR LINE
TIME SCHEDULE NO. 15
(In effect July 1, 1923).

Lv. S.D.	Lv. O. B.	Lv. M. B.
6:45 a.m.	7:20 a.m.	7:0[illegible] a.m.
7:30	8:05	7:4[illegible]
9:45	10:20	10:15
10:30	11:05	10:55
11:15	11:30	11:40
12:00 noon	12:35 p.m.	12:25 p.m.
12:45 p.m.	1:20 p.m.	1.10 p.m.
1:30	2:05	1:55
2:15	2:50	2:40
3:00	3:35	3.25
4:07	4:50	4:40
4:52	5:35	5:25
5:37	6:20	6:10
6:22	7:05	6:55

(Subject to change without notice)

Arrangements will be made for special night car service, any day of the week, for parties, by notifying office at Mission Beach Tent City.

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